



Engineers Media case study

Ebook Security: Protecting ebooks and technical journals from unauthorized copying and distribution

Summary

Engineers Media wanted to create the traditional bookshop experience online whilst protecting their publishers against intellectual property theft. Additionally they want to get product to market quickly and provide an automated, yet secure, subscription service to members without having to change their existing ecommerce system.

"Great communication, from Sales, from Accounts, not just email communication but clear, unambiguous product brochures and online support database, along with a prompt technical support service made LockLizard a clear winner."

Introducing Engineers Media

Engineers Media is the publishing subsidiary of the Institution of Engineers Australia, Australia's peak professional association for engineers. Engineers Media publishes magazines, ezines, peer-reviewed journals, web services, including EA Books online bookshop, for EA members and the wider engineering community. Monographs, guidelines and manuals authored by EA groups and members are released under the EA Books imprint.

The market that Engineers Media service

Engineers are amongst the greatest of all knowledge consumers, working in a project environment the nature of their requirements vary constantly and timeliness is critical. Increasingly, due to convenience, ease of use, electronic characteristics (search, browse, annotate), availability and broader consumer expectations, engineers are increasingly accessing technical information online. Professionals expect to have an ever-increasing volume of resources at their fingertips – on their laptops, PDAs or smart phones.

The virtual library approach is very popular, and still the most familiar model for ebook delivery. Learned societies have digitized their journal and conference archives and are presenting members ready access to a substantial body of knowledge. And at the same time, publishers are selling subscriptions to virtual libraries and publishing ebook editions online long before a hardcopy can be made available in Australia!

Whilst a vast amount of engineering knowledge has already been transferred to the Internet it still remains the case that digital products derived from hardcopy publications are still not widely distributed through the book supply chain.

We are recreating the traditional bookshop experience online. With us, users browse the "shelf" by subject, author, paperback, hardcover or ebook, purchasing print and/or digital copies in a single transaction.



Why did you need LockLizard?

To get into the digital age we had to be confident that we would not just be giving away the bookstore. Learned societies invest significantly in developing IPR for the benefit of their members.

Further, third parties also require evidence that a reputable DRM management system is in place before they are willing to allow their own IPR to be published electronically.

So bringing DRM on board was critical to going forwards as an electronic publisher.

What did you use before LockLizard?

Previously we had been relying on the standard Adobe controls to try and restrict access to documents but realized that these did not offer any real protection.

What differentiated LockLizard?

- We could buy into a hosted solution that was readily scalable and flexible.
- We could integrate with our current ecommerce system without major changes.
- We were particularly pleased with the content access controls around printing, viewing, time-locks, and the ability to manage key controls immediately online.
- Another key feature was the product hierarchy: Publications / Documents. This simplified our administration and distribution significantly.

How did the implementation go?

Successfully, on budget!

Generally an SME will not have all the skills and knowledge in-house to deliver a successful software project on time, on budget. Selecting an appropriate web application, working with a developer, implementation and on-going management is a minefield. Despite the World Wide Web and its almost limitless opportunities many still rely on face-to-face contact with a local representative of a supplier.

So how does a bookshop in Australia establish and maintain a successful relationship with a software vendor in the UK without meeting?

Answer: Great communication, from Sales, from Accounts, not just email communication but clear, unambiguous product brochures and online support database, along with a prompt technical support service.



How would you summarize your customer experience?

99% of the time customers purchase, download, and install without incident. They get access to information quicker, faster, easier and cheaper.

What are the actual business benefits?

For every ebook sold instead of the equivalent hardcopy, the savings in cost of goods, delivery and labour is improving gross profit margin and the bottom line. Granting access to this content would not have been possible without the type of rigorous DRM offered by LockLizard Safeguard. Previously a PDF of each journal paper was posted after hardcopy publication. Now we are moving to deliver the subscription online giving further benefits to us and timeliness to our customers.

About Lizard Safeguard PDF Security

Lizard Safeguard PDF Security provides complete PDF document security with DRM controls and US Government strength, AES 256 bit, encryption. It protects PDF documents from copying, modifying, saving and distribution. In addition the IPR owner can control whether users can print protected PDF documents, and if so, how many times. Controls check how documents are used, by whom, for how long, and what can be done with them. Pricing starts from \$2495 for a subscription license.

www.locklizard.com/pdf_security.htm

About LockLizard

LockLizard specializes in document security and copy protection software for pdf documents, swf flash files, ebooks, elearning courses, software, and web based content (html, images, text, flash). We protect information with US Government strength encryption and DRM controls to ensure complete protection against copyright piracy. We provide copy protection without the use of passwords to ensure maximum security and usability, and to protect documents, information, software, and web content from unauthorized use and misuse no matter where it resides.